

# CEO E-Briefing

A weekly report to City Council and the community



February 22, 2012

No. 26

## CEO's Message



### Improving our quality of life

Costa Mesa is the Chicago of Orange County: The City of Big Shoulders. It's not a moniker we want forever. Today, we carry far more than our fair share of the county's homeless population, rehab and halfway homes, crime-plagued motels and parolees. The result is an increase in crime, and a decrease in the quality of life for our residents.

The reasons why Costa Mesa is overburdened with these problems are varied and go back decades. But it's time for a serious readjustment.

Forming the Quality of Life Task Force – which officially began Thursday and will now meet weekly – is the most exciting initiative I've launched as CEO. The idea is to bring together police, code enforcement, fire officials, homeless experts, attorneys and county officials to clean up problem motels, reduce the number of rehab and halfway homes (and make sure they are up to code), find as many solutions (carrot-and-stick approach) as possible for the local homeless population, and make sure parolees in our City know they are under a tight watch.

The task force was modeled after similar ones in Southern California cities that have done tremendous work in improving the quality of life in those cities. These are stubborn problems that will require a long-term, unwavering effort. But the results will provide residents some of the most tangible evidence that their tax dollars are being well spent.

Imagine a charming pocket park where once stood a crime-ridden motel. Or picture a residential neighborhood where a family lives in a house formerly occupied by a dozen rehab patients. How about Lions Park filled with children playing? Or a city with the reputation among parolees as a place to avoid?

I can't wait to see those visions become reality.

**Tom Hatch**, chief executive officer, City of Costa Mesa



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Comments or suggestions, please contact  
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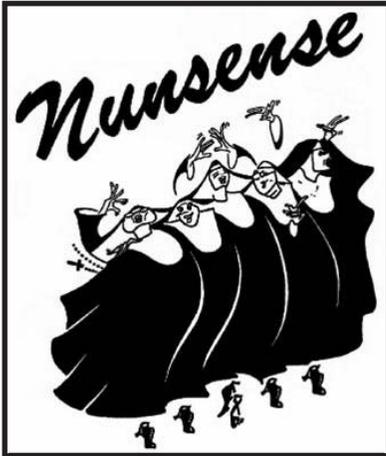


City of Costa Mesa



Costa Mesa City Hall

## Community calendar



Feb. 24 & Feb. 25 **FRIDAY & SATURDAY**

"Nunsense," a hit musical comedy, will be performed at 8 p.m. at the Costa Mesa Playhouse. An all-male version of the musical – called "Nunsense, A-Men" – will be performed at 2 p.m. matinees on Saturday and Sunday. The playhouse is at 661 Hamilton Street in Costa Mesa. For more information, call (949) 650-5269.

**Feb. 25 SATURDAY** The Costa Mesa Sanitary District will host a free composting workshop at 11 a.m. in Fairview Park. Learn about the natural process that transforms kitchen scraps and yard trimmings into rich, soil-like material loaded with nutrients to make your garden thrive. Composting is easier than you think! For more information, call (949) 645-8400.

**Feb. 28 TUESDAY** The Costa Mesa City Council will hold a study session on the mid-year budget review and recommendations for the Homeless Task Force. The meeting will be held in Council chambers beginning at 4:30 p.m.



For a complete list of community events, click [here](#).

## SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

**Hint:** They will card you here.

To get the whole picture, see page **3**.

## Development Services

### Duplex planned on Pacific Avenue

In November, a development review application was approved for the construction of a pair of two-story, detached residential rental units at 2160 Pacific Ave. Recently, grading plans were submitted into plan check for grading and onsite improvements. Also submitted into plan check were construction plans for the duplex.

The two-story duplex consists of Units A and B. Unit A includes 3,340 square feet with a 40 square-foot entry, a 36 square-foot second floor deck, and a 460 square-foot attached garage. The first floor encompasses 1,830 square feet and the second floor consists of 1,510 square feet. Upon completion, Unit A is valued at \$341,429.

Unit B consists of 3,656 square feet with a 40 square-foot entry, a 216 square-foot second floor deck and a 500 square-foot attached garage with storage area. The first floor is proposed to be 2,106 square feet and the second floor will be 1,550 square feet. Unit B is anticipated to be valued at \$376,608.

– Hilda Veturis

### Two homes under construction on Wallace

Building permits were issued Feb. 2 on a two-unit, two-story residential development at 2068 Wallace Ave. Each single-family home will consist of 2,014 square feet, a 460 square-foot attached garage, four-bedrooms and three baths. The two homes are valued at \$394,542.

– Hilda Veturis

### SECRET SPOTTED



**Answer:** The Donald Dungan Branch Library in Lions Park.



### Large Item Disposal Program

Housing & Community Development is organizing the Large Item Disposal (L.I.D.) Program for Saturday, April 21, and Saturday, June 2, from 8 a.m. to 2 p.m., largely for residents in Costa Mesa's Westside, for C.D.B.G. A picture identification card and a utility bill showing the resident's address (if residents don't have a California I.D.) are required. Eight 40-yard dumpsters will be placed in the following intersections: Shalimar Drive/Placentia Avenue, El Camino Drive/La Salle Avenue, 18<sup>th</sup> Street/Pomona Avenue, Mendoza Drive/Mission Avenue, Hamilton Street/Maple Avenue, Monrovia Avenue/Center Street, Wilson Street/Maple Avenue and mid block of Coriander Drive.

Area residents may dispose of any unwanted items at any of the eight locations. Volunteers and staff will be present to assist residents fill the dumpsters.

Bilingual flyers and door hangers will be distributed to eligible residents informing them of acceptable and prohibited items. For additional information please call (714) 754-4892.

## Police Department



### Police department deploys hybrid 4-10 schedule

The Costa Mesa Police Department has implemented a hybrid 4-10 schedule for patrol officers to provide more police presence throughout the City. Under the new schedule, some officers work 4 10-hour days per week and others work 3 12-hour days per week – providing even coverage over a seven-day period. This eliminates the overstaffing that happens when the entire force works a 4-10 schedule, which meant double deployment one day per week.

### Police Department front desk now open on Saturdays

The Costa Mesa Police Department is expanding its front desk hours to provide more access and availability to the community. For those individuals that may not be able to come to the Police Department during the week, the front desk will now be open on Saturdays from 9 a.m. to 5 p.m. The front desk will remain closed on Sundays and city-observed holidays.

### Police log

**Officer John Smith** has been deployed in Afghanistan with the U.S. Army for a one-year tour of duty ... **Lt. Marty Carver** (acting support services captain) recently retired after a 29-year career ... **Officer Kha Bao** made more than 400 DUI arrests in 2011 ... The Explorer Scout program has promoted six explorers and added five new members ... **Officer Larry Fettis' son, Brenden**, has begun his Eagle Scout project restoring the World War I canon in front of police substation across from Lions Park. He needs to raise about \$6,000 to restore the canon and pour a concrete slab and lighting for the permanent display.

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## MAKING HISTORY



### Harvest days

Even after the town of Fairview went bust, a farming community remained. One of the area's large-scale farmers was Henley Ellis, shown here threshing barley using his harvester on July 7, 1910. Grain was shipped out of the area via warehouses and a railroad siding at Thurin, near the intersection of today's Newport Boulevard and Fairview Road.

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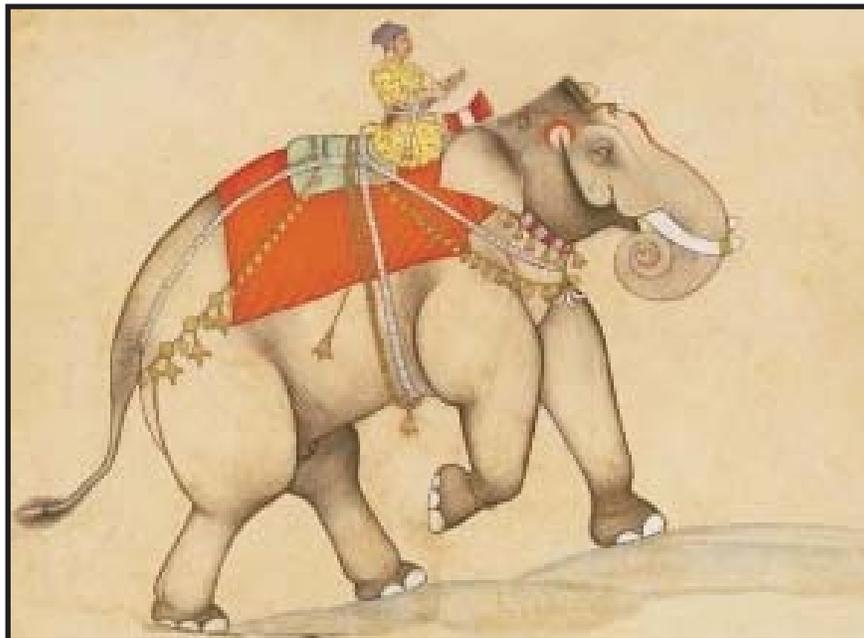
## FINAL WORDS

### The elephant in the room

By Michael Josephson

It took me a long time to realize the limitations of logic. For much of my life, including a 20-year stint as a law professor, I relied on discourse and reasoning to understand and resolve problems. I believed that I should suppress feelings that could result in irrational behavior, and I had little patience for those who seemed to govern their lives by emotions.

Despite my intellectual resistance, life's experiences forced me to accept the reality that the relationship between the head and the heart is much more complicated. Not only did I find that many people I dealt with were unable or unwilling to give up the demands and satisfactions of giving in to their feelings, I came to realize how often my own behavior was dictated by those same feelings.



In his excellent book *The Happiness Hypothesis*, Jonathan Haidt uses a memorable metaphor to describe the conflicting forces behind human conduct. He labels the conscious reasoning self as a rider sitting atop an elephant, the emotional self. The analytical rider is constantly striving to direct and control the emotional elephant. Dr. Haidt acknowledges that training the elephant is possible and useful, but the larger and more powerful elephant will sometimes go its own way.

This concept is also the premise of *Switch: How to Change Things When Change Is Hard*, another very valuable book by Dan and Chip Heath. Haidt and the Heaths make a rational, convincing case that it doesn't really matter how much my rider thinks it's wiser to let reason dominate feelings; it's just not always going to be that way. The answer: learn how to work with the elephant. I'll talk more about this next time.

*Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).*